

# INDEX TO ADVERTISERS

JANUARY 1940 • BULLETIN OF  
THE NEW YORK ACADEMY OF MEDICINE

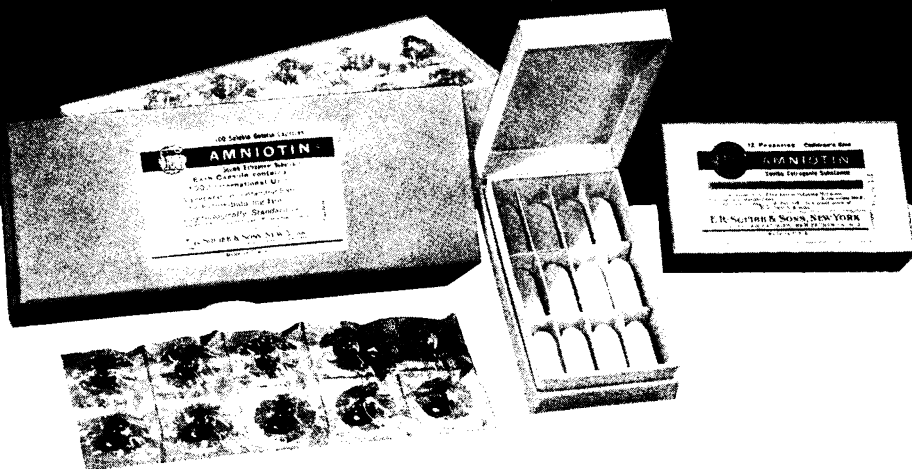
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# Results Prove Effectiveness

## of Estrogenic Therapy . . .

### in Relieving Menopausal Symptoms



The value of estrogenic substances in relieving distressing menopausal symptoms is no longer a matter of theory. As early as 1929 Sevringhaus and Evans<sup>1</sup> reported that Amniotin was "of marked value in the relief of the vasomotor phenomena of the menopause."

#### Results in 1000 Cases

More recently, Hawkinson<sup>2</sup>, in a study of the menopausal syndrome in 1000 patients, stated: "The tradition that they (distressing symptoms during the climacteric) must be borne is unsound, for the administration of estrogenic preparations is rational and relieves the symptoms in a great majority of cases."

#### Early, Adequate Treatment Suggested

Schneider,<sup>3</sup> reporting 519 cases, states: "The difficulty encountered in securing and maintaining symptomatic relief in cases of long-standing menopausal disorder, in contrast to the ease with which complete relief may be obtained in the early cases, has been one of the most

striking observations and suggested the possible advantages of prophylactic therapy."

#### Use Amniotin in Natural or Artificial Menopause

The milder forms of disturbance often can be controlled by the oral administration of Amniotin in capsules. Larger doses, administered intramuscularly, are suggested for resistant cases or following surgical menopause. In proper dosage Amniotin is also markedly effective in treating gonorrheal vaginitis in children.

Amniotin is a highly purified preparation of naturally occurring estrogenic substances. It is available in Capsules containing 1000, 2000 and 4000 I. U.; Pessaries of 1000 and 2000 I. U., and in 1-cc. ampuls containing 2000, 5000, 10,000 and 20,000 I. U.

<sup>1</sup>Sevringhaus, E. L., and Evans, J. S.: *Am. J. M. Sc.* 178:638, Nov. 1929.

<sup>2</sup>Hawkinson, L. F.: *J. A. M. A.* 111:390, July 30, 1938.

<sup>3</sup>Schneider, P. F.: *Am. J. Obs. & Gyn.* 37:861, May 1939.

For literature address Professional Service Department,  
E. R. Squibb & Sons, 745 Fifth Avenue, New York

# Amniotin

A SQUIBB PREPARATION OF ESTROGENIC SUBSTANCES  
OBTAINED FROM THE URINE OF PREGNANT MARES

A concerted plan of attack on—

## PNEUMONIA

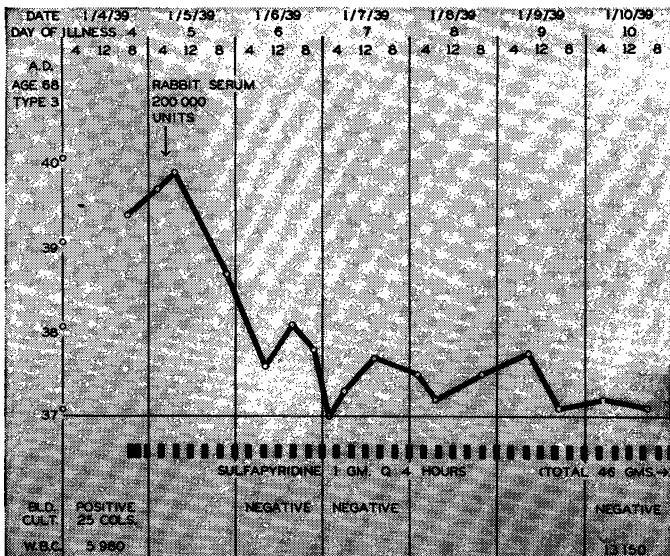
THE OUTLOOK FOR THE TREATMENT OF PNEUMONIA, this Winter, is better than ever. DR. RUSSELL L. CECIL, (discussion of "Sulfapyridine in the Treatment of Pneumonia"—PLUMMER, N. and ENSWORTH, H. K., J. A. M. A., Nov. 18, 1939, 113:1853) summarizes it very aptly:

"... We have a double-barreled gun for the treatment of pneumonia, and whether we need both barrels or only one remains to be seen. DR. BULLOWA and DR. MACLEOD expressed it very well when they said that serum fortifies the pneumonia patient; sulfapyridine injures the pneumococcus. For the present we must keep our serum handy and use it in severe cases along with sulfapyridine, and we must continue to type our pneumonias in order that we may get all the better oriented with regard to this new form of therapy."

Unless either agent is specifically contraindicated, the combination of drug and serum should always be employed when:

- 1 — treatment is begun after the third day;
- 2 — two or more lobes are involved;
- 3 — the patient is over 40;
- 4 — the patient is pregnant or in the first week of the puerperium;
- 5 — blood culture is positive.

*When used simultaneously with drug, smaller amounts of serum may be employed.*



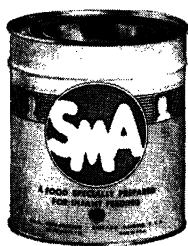
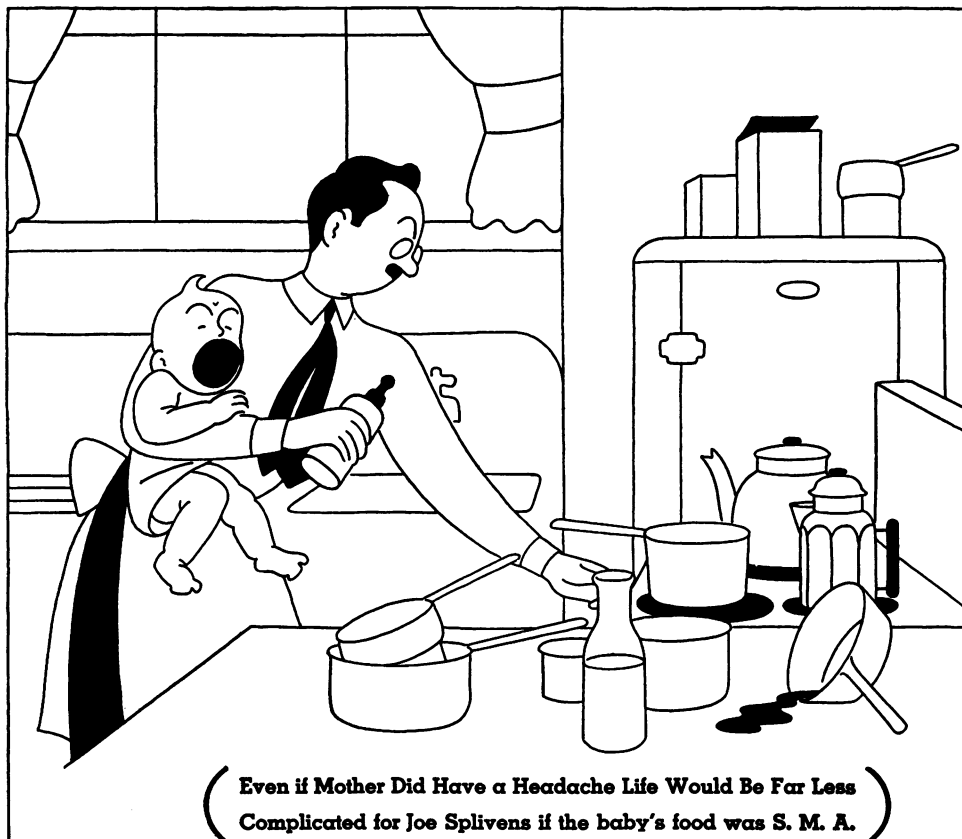
Information on sulfapyridine or pneumonia serum on request.

**Lederle**

LEDERLE  
LABORATORIES, INC.  
30 ROCKEFELLER PLAZA, N. Y.

"Sulfapyridine in the Treatment of Pneumonia"—Plummer, N. and Ensworth, H. K.

# CALORIE COMPUTATIONS—No. 1



S. M. A. is easy to prepare. Simply dilute according to directions (furnished to physicians), adjust to proper temperature and feed.

It is not necessary to modify S. M. A. for the same reason that it is unnecessary to modify breast milk.

S. M. A. is economical and easy to prepare.

## NORMAL INFANTS RELISH S. M. A. — DIGEST IT EASILY AND THRIVE ON IT

S. M. A. is a food for infants—derived from tuberculin-tested cow's milk, the fat of which is replaced by animal and vegetable fats including biologically tested cod liver oil; with the addition of milk sugar and potassium chloride;



altogether forming an antirechitic food. When diluted according to directions, it is essentially similar to human milk in percentages of protein, fat, carbohydrate and ash, in chemical constants of the fat and in physical properties.

**S. M. A. CORPORATION • 8100 McCORMICK BOULEVARD • CHICAGO, ILLINOIS**



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and those you teach, by using

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SKULLS

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### FRIDAY AFTERNOON LECTURES

HELD AT 4:30 O'CLOCK, JANUARY, 1940

THE NEW YORK ACADEMY OF MEDICINE

- Jan. 5: Primary bronchopneumonia—Yale Kneeland, Jr., *Assistant Professor of Medicine, College of Physicians and Surgeons, Columbia University.*
- Jan. 12: Recent advances in the clinical uses of Vitamin D and related compounds—Donovan J. McCune, *Assistant Professor of Pediatrics, College of Physicians and Surgeons, Columbia University.*
- Jan. 19: Treatment of chronic arthritis—M. Henry Dawson, *Associate Professor of Medicine, College of Physicians and Surgeons, Columbia University.*
- Jan. 26: Choice of treatment for pulmonary tuberculosis with special reference to newer surgical procedures—J. Burns Amberson, Jr., *Professor of Medicine, College of Physicians and Surgeons, Columbia University.*

## A digest of FACTS and OPINIONS

• Sheffield Farms Vitamin D Milk is milk which embodies the vitamins A and D of cod-liver oil apart from the oil itself. Each quart of Sheffield Vitamin D Milk contains *400 U.S.P. units of animal source vitamin D*, the actual vitamin D found in one and one-quarter teaspoonfuls of U.S.P. cod-liver oil.

The process of extracting the vitamin content of cod-liver oil from the taste and odor factors of the oil itself was developed in the laboratories of, and is controlled by, Columbia University.

### FREE BOOK!

Write for a complete Digest of Facts and Opinions on Vitamin D Milk, and the relation of homogenization to curd tension and digestibility of milk. Includes a compilation of authoritative statements on these vital subjects. It is free. Write Sheffield Farms, 524 W. 57th St., New York City, or call Columbus 5-8400. The book will be sent to you without obligation.

**SHEFFIELD FARMS** **HOMOGENIZED VITAMIN D MILK**

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*Write for our color chart and order blanks.*

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*Sole Agents in Greater New York*

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*To Assure Quick Dependable Response*  
DISCRIMINATING PHYSICIANS ARE PRESCRIBING  
*the easily soluble*

## DUBIN AMINOPHYLLIN

THEOPHYLLINE-ETHYLENEDIAMINE

*American Made from*

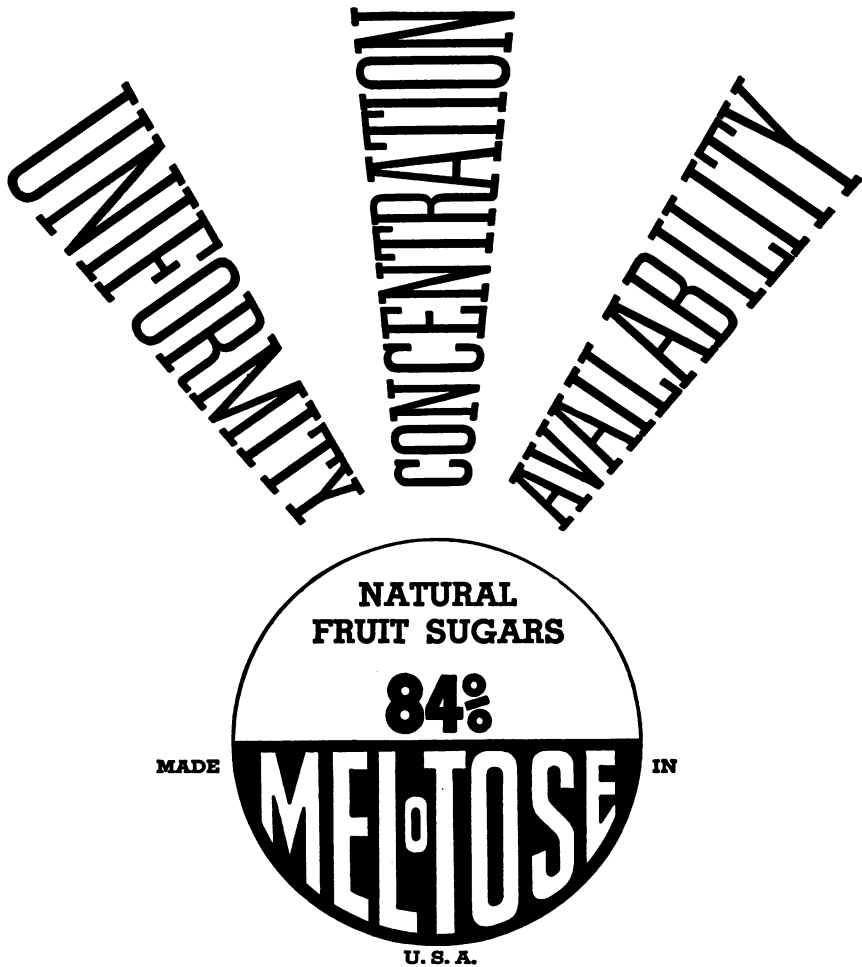


*American Materials*

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INCORPORATED

250 E 43<sup>RD</sup> St New York, N. Y.



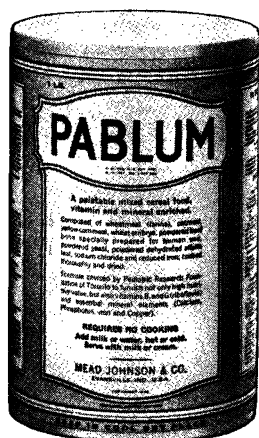
# MELOTOSE No 1

*PURE RIPE BANANA (DRY)*

- Contains concentrated elements of ripe bananas in a convenient form for the physician who wishes to use ripe bananas as a therapeutic agent. Literature on request.

**FOOD CONCENTRATES, INC.**

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# PABLUM is Richer than any of these Vegetables in IRON and CALCIUM

1 oz. of Pablum contains 221 mg. Ca, 8.5 mg. Fe—So absorptive is Pablum that when mixed to the consistency of ordinary hot cooked cereals it holds 7 times its weight in milk—before being served with milk or cream. Hence an ounce serving of Pablum thus mixed with milk adds at least .53 Gm. calcium to the diet.



## Peas

1/17 as much Fe,  
1/27 as much Ca  
as PABLUM

	Mg. per Oz.	
	Iron	Calcium
PABLUM	8.5	221.0
Beets	0.67	6.8
Carrots	0.17	13.1
Peas	0.50	8.0
Spinach	0.70	21.8
String Beans	0.27	14.2
Tomatoes	0.12	3.1

## Tomatoes

1/70 as much Fe,  
1/71 as much Ca  
as PABLUM



## Carrots

1/50 as much Fe,  
1/17 as much Ca  
as PABLUM



NOT only does Pablum have a higher iron and calcium content than vegetables but, most important, clinical studies of children have demonstrated that in Pablum these minerals are in available form. Investigations by Stearns and Stinger, Schlutz, and Cowgill show that even such an iron-rich vegetable as spinach did not increase iron storage in the body, in fact, caused a loss in some instances. A factor responsible for this difference may be the higher content of *soluble* iron in Pablum—7.8 mg. per oz. Then, too, the water in which Pablum is cooked (by a patented process) is dried with it, whereas the cooking water of vegetables is usually discarded, with its valuable content of minerals and vitamins. Stearns reports difficulty in feeding spinach in sufficient quantities to affect the iron balance of children. Spinach and other highly flavored vegetables are often difficult to feed. Pablum, on the other hand, is a palatable cereal that can be fed as early as the third month, and for older children it can be varied in dozens of appetizing dishes. Recipes and samples available on request of physicians.

Pablum consists of wheatmeal (farina), oatmeal, wheat embryo, cornmeal, beef bone, brewers yeast, alfalfa leaf, sodium chloride and reduced iron



## Beets

1/12 as much Fe,  
1/32 as much Ca  
as PABLUM

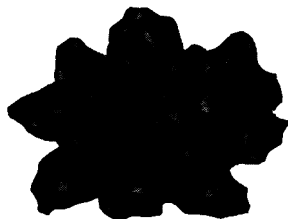


## String Beans

1/31 as much Fe,  
1/15 as much Ca  
as PABLUM

## Spinach

1/12 as much Fe,  
1/10 as much Ca  
as PABLUM



**MEAD JOHNSON & COMPANY**  
EVANSVILLE, INDIANA, U.S.A.





# Theocalcin

COUNCIL ACCEPTED

## More Comfort for the Cardiac Patient

Prescribe Theocalcin 1 to 3 tablets t. i. d., to diminish dyspnoea, reduce edema and bring comfort to your cardiac patients. Theocalcin is a well tolerated diuretic and myocardial stimulant.

Theocalcin (theobromine-calcium salicylate) is available in 7½ grain tablets and as a powder. Theocalcin Trade Mark reg. U. S. Pat. Off.

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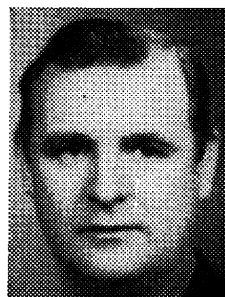
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and many Physicians and their families take advantage of our *Unusual Facilities and Services. Special attention to Scientific Colonic Irrigations. All Therapeutic Prescriptions carefully followed.*

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ROCKEFELLER CENTER**

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8th Floor**





## Vegex-Marmite in Nutritional Therapy During Pregnancy

In presenting the aid Vegex-Marmite may have, we have said and repeat:

"Conservatism must be the rule in projecting products for use in human disease. The recovery and life of the patient, the professional reputation of the physician are at stake."

There is also a policy which physicians will note. Reports, clinical data and medical research are not followed with a publicity service for public distribution. The years which one in the management spent in food and drug control and public health broadly emphasizes that self treatment of disease is dangerous; that accurate diagnosis should and can be had; that one disorder is generally accompanied with other disorders; that it is all a job for medical skill.

### An Extensive Study

For several years studies have been made in England, with Vegex-Marmite and milk in nutritional therapy during pregnancy. The summary report given in the *British Medical Journal*, January 22, 1938, page 191, shows that a total of over 10,000 expectant mothers received Vegex-Marmite with milk and milk foods, and a total of over 18,000, in the same area, did not receive these food additions.

### The Results Noted

Among the women having Vegex-Marmite and the milk and milk foods—the exact number was 10,384—the puerperal death rate from sepsis was only 0.09 per 1,000, that is, only one death. Among the group of women—the exact number was 18,854—not receiving these food supplements, the death rate was 2.91 per 1,000.

### The Postulated Reason

The workers postulate that:

"the vitamin B complex, was a neuromuscular stimulant, and possibly when this preparation was taken in the last months of pregnancy it enabled the woman to deliver herself in certain cases when otherwise she would have had to undergo operative intervention. The vitamin B complex also had a special action on the skin and mucous membrane, and it might be that the action on the mucous membrane of the uterine passages diminished the tendency to puerperal sepsis."

### Easily Borne and Palatable

Vegex is easily borne, aids appetite and lactation. Of course, enough of all the B vitamins must be had for normal nutrition and it is now generally accepted that possibly a larger amount is needed during this period.

As frequently we have shown, five percent of Vegex—on the solids a teaspoonful to a quart of fresh milk—in dried whole milk maintains a normal red blood cell count and a normal hemoglobin percentage in biological tests.

Vegex in hot milk, or Vegex in soups or broths are simple ways for its administration.

*Samples for clinical or professional use will be sent on request.*

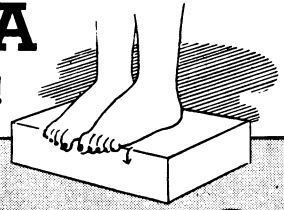
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stration at my office at \_\_\_\_\_ o'clock on \_\_\_\_\_ 1939.

Dr. \_\_\_\_\_

Office Address \_\_\_\_\_

"Men of science without laboratories are as soldiers without arms."

—Pasteur

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#### TO PHYSICIANS:

We import from Switzerland the antiseptic we use in rendering our service. It has been in use abroad for Telephone Sterilization since 1910. Its effectiveness has been proved by tests made by outstanding Laboratories and Universities in the United States and abroad.

We will be glad to furnish copies of these tests to Physicians, upon request.

*Hygienic Phone Service of N.Y. Inc.*

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MURRAY Hill 2-1035



# "Master" elastic stocking

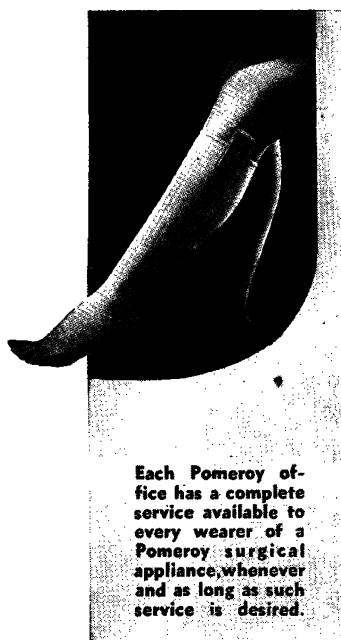
The superior effectiveness of the POMEROY "MASTER" HAND WOVEN elastic stocking lies in the fact that the rubber thread is knit into the fabric at uniform tension, whereas, in the machine made stockings the tension of the rubber thread varies according to the circumference of the limb.

The "MASTER" elastic stocking provides equal, proportionate, pressure throughout its entire length and each is made to measurements of your patient. Lasting comfort and support are assured, and fresh rubber and materials of the highest quality make for real economy.

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Each Pomeroy office has a complete service available to every wearer of a Pomeroy surgical appliance, whenever and as long as such service is desired.

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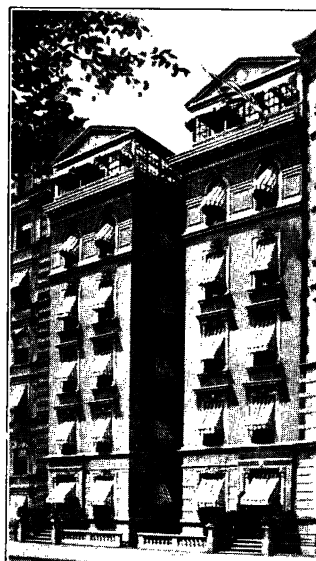
29: CENTRAL PARK WEST • NEW YORK, N. Y.

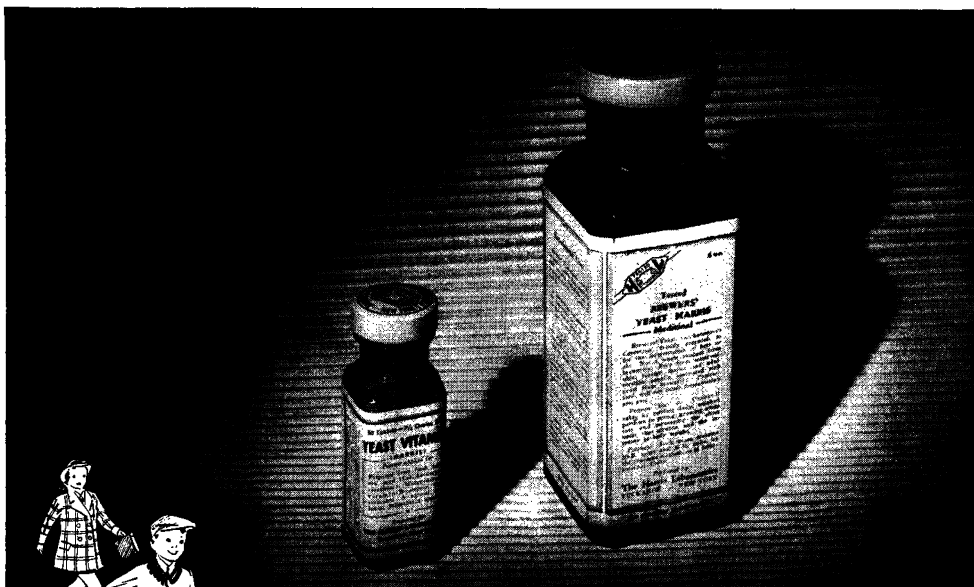
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This hospital has specialized solely in addictions for over forty years. The treatment is a hospital procedure and provides a definite means of eliminating the craving and the toxic products of alcohol and drugs. Complete department of Physical Therapy for physical rebuilding and appreciating the seriousness of the mental side of the alcoholic problem, we devote the convalescent period to minimizing the possibility of relapse.

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## Time to Refuel..

With your patients back in Winter quarters, it's time to check their vitamin supply, so naturally abundant in Summer.

Now is the season to be on guard against fatigue, under-nutrition and vitamin deficiency in growing children. Fortify them against Winter colds, grippe, influenza, pneumonia and infectious diseases with an additional supply of "invisible life-guards". . . vitamins.

### YEAST VITAMINE\* (HARRIS) TABLETS

These tablets are a concentrate, made from Brewers' Yeast Powder. They afford smaller, more accurate dosage of higher potency . . . and a palatable, efficient medication for the patient. Widely prescribed and backed by a wealth of clinical data. Supplied in bottles of 50, 500 and 1000.

\*Original trademark since 1919.

### BREWERS' YEAST POWDER

Shows highest content of B1 and B2 by accurate assay—for the longest period of any yeast available for prescriptions. Each gram contains 66 Int. Units of Vitamin B1 and 30 units of B2 (Sherman)—nothing has been added to the yeast. Also contains Vitamins B4, B6 and nicotinic acid.

Sizes: 6 oz., 13 oz., 5 lb.

*Generous samples for clinical use will be mailed to physicians upon request.*

Where larger doses of the individual vitamins are indicated, we offer thiamin chloride, riboflavin, ascorbic acid and nicotinic acid in convenient tablet sizes.



*The Harris Laboratories*

TUCKAHOE

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